

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of:

Andrew Stollman, et al. : Confirmation No.: 8919

Serial No.: 10/805,140 : Art Unit: 4194

Filing Date: March 19, 2004 : Examiner: M.R. Stibley

For: **Program Controlled Apparatus,  
System And Method For Soliciting  
Personal Information From A User  
Over An Interactive Communications  
Network And Dynamically Selecting And  
Transmitting Graphics Based Routines To  
The User For Displaying Content Selected  
According To The Information Input By  
The User And Corresponding Demographic,  
Geographic And Psychographic Profile**

**RESPONSE**

Commissioner for Patents  
P. O. Box 1450  
Alexandria, VA 22313-1450

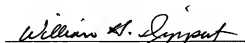
February 15, 2008

SIR:

In response to the Office Action dated February 6, 2008, Applicants hereby elect the claims of Group III, that is, Claims 1 to 29, 34, and 36.

Reconsideration and allowance of all the claims herein are respectfully requested.

Respectfully submitted,

A handwritten signature in cursive script, reading "William H. Dippert", is written over a horizontal line.

William H. Dippert  
Registration No. 26,723

February 15, 2008

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